Rep Order# 1 of 2 6864746 Ver# 3 **Mod**# 1 Status Confirmed Traffic Order# 215145 **Printed:** 10/22/2012 8:37 AM **EC'd** Yes

Last Received:

10/21/2012 6:07 PM

Sales Office (

Salesperson (

Rep Firm

Showing Buylines: All Lines

Station WOOD-TV GRAND RAPIDS, MI.) SMART MEDIA GROUP Agency Advertiser () DETROIT INTL BRIDGE 814 KING STREET - SUITE 200 **Product** order

ALEXANDRIA, VA 22314

Agency C/P1/P2/E DIBC/ORDR/C17C21 Flight Dates 10/17/2012 - 10/21/2012

Hiatus Weeks

Salesperson Phone# Salesperson FAX#

215-567-6005 215-525-9757

) PHILADELPHIA

) IAN AMBRON

--- CONTRACT COMMENT ---

C17C21

Julie Keane

ó	C	=	^	

Estimate#

Buyer

Phone#

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
Rating	1: 4.0	W	 6A-7A	NEWS8-DAYBREAK	:30	\$800.00	10/17-10/17	0	0	0	\$0.00	
Rating	2 : 4.0	TH	6A-7A	NEWS8-DAYBREAK	:30	\$800.00	10/18-10/18	2	1	2	\$1,600.00	
Rating	3 : 4.0	F	6A-7A	NEWS8-DAYBREAK	:30	\$800.00	10/19-10/19	1	1	1	\$800.00	
Rating	4 7.0	W	5P-530P	NEWS 8 AT 5PM	:30	\$1,500.00	10/17-10/17	0	0	0	\$0.00	
Rating	5 7.0	TH	5P-530P	NEWS 8 AT 5PM	:30	\$1,500.00	10/18-10/18	2	1	2	\$3,000.00	
Rating	6 7.0	F	5P-530P	NEWS 8 AT 5PM	:30	\$1,500.00	10/19-10/19	1	1	1	\$1,500.00	
Rating	7 : 9.6	W	6P-630P	NEWS 8 AT 6PM	:30	\$2,000.00	10/17-10/17	0	0	0	\$0.00	
Rating	8 9.6	TH	6P-630P	NEWS 8 AT 6PM	:30	\$2,000.00	10/18-10/18	2	1	2	\$4,000.00	
Rating	9: 9.6	F	6P-630P	NEWS 8 AT 6PM	:30	\$2,000.00	10/19-10/19	1	1	1	\$2,000.00	
Rating	10	SA	1130P-1A	SNL	:30	\$1,000.00	10/20-10/20	1	1	1	\$1,000.00	

 Rep Order#
 6864746
 Ver#
 3
 Mod#
 1
 Status
 Confirmed
 Traffic Order# 215145
 Printed:
 10/22/2012 8:37 AM
 2 of
 2

 EC'd
 Yes
 Last Received:
 10/21/2012 6:07 PM

Last Received: 10/21/2
Showing Buylines: All Lines

Station Adver Produ Estima Buyer Phone	tiser ct ate#	OOD-TV GR () DETI order C17C21 Julie Keane	AND RAPID ROIT INTL B	*	814 KI	NG STREI ANDRIA, ' E DIB	MEDIA GROUP ET - SUITE 200 VA 22314 C/ORDR/C17C2 2012 - 10/21/2012	1	Rep Firm Sales Office Salesperson Salesperson Salesperson	() L Phone#	PHILADELF AN AMBRO 215-567-6 215-525-9	ON 005	
Fax# LT	Ln 	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating	11 g: 6.5	SA	11P-1135F	NEWS 8 AT 11PM		:30	\$1,500.00	10/20-10/20	1	1	1	\$1,500.00	
Rating	12 ;: 6.5	SU	11P-1135F	NEWS 8 AT 11PM		:30	\$1,500.00	10/21-10/21	0	0	0	\$0.00	

\$1,500.00

10/19-10/19

1

\$1,500.00

---REPORT TOTALS---

13 Rating: 6.5

Report Totals: 12 / \$16,900.00

11P-1135P NEWS 8 AT 11PM

---SALES MONTHLY TOTALS---

Oct 12: 12 / \$16,900.00 Sales Totals: 12 / \$16,900.00 Station Totals: 12 / \$16,900.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

\$39,157 0% 43% 18% 17% Market Totals CATV WOOD VTOW 1% WWMT IMXW WXSP 0% WZPX 0% WZZM 19%

:30

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE